



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

Smith, Tom/R/SEN/PA (15776)
SRCP - Stevens Reed Curcio & Potho(2056)
VONDERHEID,BETSY
Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/T SMITH/R/SEN/PA (114155)
National/Political
259/06309407

Invoice 631043
Inv Date 9/30/2012
Terms Net 30
Contract 330729
Bill Type Standard
Period 8/27/2012 - 9/30/2012

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

TOM SMITH 9/12
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/1/2012 10:58:30AM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:		ELLEN/1						
	Spot	10:00:04AM-Ellen	Per week (2), We,Th,Fr	09/13/12 10:36AM (Th)	00:30	Ellen	TS12TV10H	\$250.00	
1.0	Spot			09/12/12			1 preempt @ \$250.00	\$0.00	Marked as Did not Air
2.0	Contract Line Remarks:		LATE NEWS/2						
	Spot	10:59:34PM-CHANNE	Day,W-1,Th-1,F-1	09/12/12 11:13PM (We)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV08H	\$1350.00	
	Spot	10:59:34PM-CHANNE	Day,W-1,Th-1,F-1	09/13/12 11:23PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV10H	\$1350.00	
	Spot	10:59:34PM-CHANNE	Day,W-1,Th-1,F-1	09/14/12 11:24PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV10H	\$1350.00	
3.0	Contract Line Remarks:		TONIGHT/3						
	Spot	11:34:34PM-TONIGH	Day,W-1,Th-1,F-1	09/12/12 12:32AM (We)	00:30	Tonight Show	TS12TV09H	\$500.00	
	Spot	11:34:34PM-TONIGH	Day,W-1,Th-1,F-1	09/13/12 11:56PM (Th)	00:30	Tonight Show	TS12TV10H	\$500.00	
	Spot	11:34:34PM-TONIGH	Day,W-1,Th-1,F-1	09/14/12 11:46PM (Fr)	00:30	Tonight Show	TS12TV10H	\$500.00	
4.0	Contract Line Remarks:		NOON NEWS/4						
	Spot	11:59:04AM-Channel	Day,W-1,Th-1,F-1	09/12/12 12:15PM (We)	00:30	Channel 11 News At Noon	TS12TV09H	\$275.00	
	Spot	11:59:04AM-Channel	Day,W-1,Th-1,F-1	09/13/12 12:12PM (Th)	00:30	Channel 11 News At Noon	TS12TV10H	\$275.00	
	Spot	11:59:04AM-Channel	Day,W-1,Th-1,F-1	09/14/12 12:27PM (Fr)	00:30	Channel 11 News At Noon	TS12TV10H	\$275.00	
5.0	Contract Line Remarks:		JUDGE JUDY 4P/5						
	Spot	4:00:04PM-Judge Ju	Per week (2), We,Th,Fr	09/13/12 4:26PM (Th)	00:30	JUDGE JUDY 4P	TS12TV10H	\$300.00	
	Spot	4:00:04PM-Judge Ju	Per week (2), We,Th,Fr	09/14/12 4:10PM (Fr)	00:30	JUDGE JUDY 4P	TS12TV10H	\$300.00	
6.0	Contract Line Remarks:		NEWS 5-530P/6						
	Spot	5:00:00PM- 5:30:00	Day,W-1,Th-1,F-1	09/12/12 5:23PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV08H	\$575.00	
	Spot	5:00:00PM- 5:30:00	Day,W-1,Th-1,F-1	09/13/12 5:12PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV10H	\$575.00	
	Spot	5:00:00PM- 5:30:00	Day,W-1,Th-1,F-1	09/14/12 5:23PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV10H	\$575.00	
7.0	Contract Line Remarks:		NEWS 6-630P/7						
	Spot	5:58:34PM-Channel	Day,W-1,Th-1,F-1	09/12/12 6:14PM (We)	00:30	Channel 11 News At 6pm M-F	TS12TV08H	\$775.00	
	Spot	5:58:34PM-Channel	Day,W-1,Th-1,F-1	09/13/12 6:23PM (Th)	00:30	Channel 11 News At 6pm M-F	TS12TV10H	\$775.00	
	Spot	5:58:34PM-Channel	Day,W-1,Th-1,F-1	09/14/12 6:08PM (Fr)	00:30	Channel 11 News At 6pm M-F	TS12TV10H	\$775.00	
8.0	Contract Line Remarks:		NEWS 6-7A/8						
	Spot	5:59:04AM-Channel	Day,W-1,Th-1,F-1	09/12/12 6:08AM (We)	00:30	Channel 11 News 6am	TS12TV08H	\$575.00	
	Spot	5:59:04AM-Channel	Day,W-1,Th-1,F-1	09/13/12 6:13AM (Th)	00:30	Channel 11 News 6am	TS12TV10H	\$575.00	
	Spot	5:59:04AM-Channel	Day,W-1,Th-1,F-1	09/14/12 6:12AM (Fr)	00:30	Channel 11 News 6am	TS12TV10H	\$575.00	
9.0	Contract Line Remarks:		JEOP 7P/9						
	Spot	6:59:29PM-Jeopardy	Day,W-1,Th-1,F-1	09/12/12 7:24PM (We)	00:30	Jeopardy	TS12TV09H	\$1250.00	
	Spot	6:59:29PM-Jeopardy	Day,W-1,Th-1,F-1	09/13/12 7:13PM (Th)	00:30	Jeopardy	TS12TV10H	\$1250.00	
	Spot	6:59:29PM-Jeopardy	Day,W-1,Th-1,F-1	09/14/12 7:24PM (Fr)	00:30	Jeopardy	TS12TV10H	\$1250.00	
10.0	Contract Line Remarks:		TODAY 7-8A/10						
	Spot	7:00:00AM- 8:00:00	Day,W-1,Th-1,F-1	09/12/12 7:22AM (We)	00:30	Today Show	TS12TV09H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,W-1,Th-1,F-1	09/13/12 7:59AM (Th)	00:30	Today Show	TS12TV10H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,W-1,Th-1,F-1	09/14/12 7:58AM (Fr)	00:30	Today Show	TS12TV10H	\$475.00	
11.0	Contract Line Remarks:		WHEEL 730P/11						
	Spot	7:30:04PM-WHEEL	Day,W-1,Th-1,F-1	09/12/12 7:54PM (We)	00:30	Wheel Of Fortune	TS12TV08H	\$1250.00	



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	Spot	7:30:04PM-WHEEL	Day,W-1,Th-1,F-1	09/13/12 7:54PM (Th)	00:30	Wheel Of Fortune	TS12TV10H	\$1250.00	
	Spot	7:30:04PM-WHEEL	Day,W-1,Th-1,F-1	09/14/12 7:41PM (Fr)	00:30	Wheel Of Fortune	TS12TV10H	\$1250.00	
12.0	Contract Line Remarks: TODAY 9-10A/12								
	Spot	9:00:04AM-Today SI	Per week (2),We,Th,Fr	09/12/12 9:30AM (We)	00:30	TODAY SHOW 9A	TS12TV08H	\$300.00	
	Spot	9:00:04AM-Today SI	Per week (2),We,Th,Fr	09/14/12 9:50AM (Fr)	00:30	TODAY SHOW 9A	TS12TV10H	\$300.00	
13.1	Contract Line Remarks: THE VOICE 8-10P/13								
	Prime	7:57:49PM-The Voice	Day,M-1	09/17/12 8:25PM (Mo)	00:30	The Voice 8-10P	TS12TV10H	\$3500.00	
14.0	Contract Line Remarks: LATE NEWS/14								
	Spot	10:59:34PM-CHANNEL 11	Day,Sa-1	09/15/12 11:20PM (Sa)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV10H	\$1450.00	
15.0	Contract Line Remarks: NEWS 8A-1030A/15								
	Spot	8:00:00AM-10:30:00	Day,Sa-1	09/15/12 9:21AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	TS12TV10H	\$275.00	
16.0	Contract Line Remarks: LATE NEWS AFTER FB/								
	Spot	11:30:04PM-Channel 11	Day,Su-1	09/16/12 12:14AM (Su)	00:30	Channel 11 News Following Football 1130P	TS12TV10H	\$1700.00	
17.0	Contract Line Remarks: NEWS 8-10A/17								
	Spot	8:00:00AM-10:00:00	Day,Su-1	09/16/12 8:29AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	TS12TV10H	\$275.00	
18.1	Contract Line Remarks: AGT 8-10P/18								
	Prime	7:57:49PM-Americas Got Talent	Day,Th-1	09/13/12 8:45PM (Th)	00:30	Americas Got Talent 8-10P	TS12TV10H	\$4000.00	
19.0	Contract Line Remarks: LATE NEWS/20								
	Spot	10:59:34PM-CHANNEL 11	Day,M-1	09/17/12 11:32PM (Mo)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV10H	\$1350.00	
20.0	Contract Line Remarks: LATE NEWS/20								
	Spot	11:59:04AM-Channel 11	Day,M-1	09/17/12 12:14PM (Mo)	00:30	Channel 11 News At Noon	TS12TV10H	\$275.00	
21.0	Contract Line Remarks: NEWS 5-530P/22								
	Spot	5:00:00PM- 5:30:00	Day,M-1	09/17/12 5:15PM (Mo)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV10H	\$575.00	
22.0	Contract Line Remarks: NEWS 6-630P/23								
	Spot	6:00:00PM- 6:30:00	Day,M-1	09/17/12 6:28PM (Mo)	00:30	Channel 11 News At 6pm M-F	TS12TV10H	\$775.00	
23.0	Contract Line Remarks: NEWS 6-7A/24								
	Spot	5:59:04AM-Channel 11	Day,M-1	09/17/12 6:27AM (Mo)	00:30	Channel 11 News 6am	TS12TV10H	\$575.00	
24.0	Contract Line Remarks: JEOP 7-730P/25								
	Spot	6:59:29PM-Jeopardy	Day,M-1	09/17/12 7:13PM (Mo)	00:30	Jeopardy	TS12TV10H	\$1250.00	
25.1	Contract Line Remarks: TODAY 7-8A/26								
	Spot	7:00:00AM- 8:00:00	Day,M-2	09/17/12 7:27AM (Mo)	00:30	Today Show	TS12TV10H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,M-2	09/17/12 7:59AM (Mo)	00:30	Today Show	TS12TV10H	\$475.00	
26.0	Contract Line Remarks: WHEEL 730P/27								
	Spot	7:30:04PM-WHEEL	Day,M-1	09/17/12 7:49PM (Mo)	00:30	Wheel Of Fortune	TS12TV10H	\$1250.00	
27.0	Contract Line Remarks: ELLEN/1								
	Spot	10:00:04AM-Ellen	Day,F-1	09/14/12 10:37AM (Fr)	00:30	Ellen	TS12TV10H	\$250.00	
28.0	Contract Line Remarks: TONIGHT/3								
	Spot	11:34:34PM-TONIGHT SHOW	Day,F-1	09/14/12 12:30AM (Fr)	00:30	Tonight Show	TS12TV10H	\$500.00	
29.0	Contract Line Remarks: JUDY 4P/5								
	Spot	4:00:04PM-Judge Judy	Day,F-1	09/14/12 4:26PM (Fr)	00:30	JUDGE JUDY 4P	TS12TV10H	\$300.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
30.0	Contract Line Remarks:	ELLEN/19							
	Spot	10:00:04AM-Ellen	Day,M-1	09/17/12 10:48AM (Mo)	00:30	Ellen	TS12TV10H	\$250.00	
31.0	Contract Line Remarks:	TODAY 8-9A/31							
	Spot	8:00:00AM- 9:00:00	Day,M-1	09/17/12 8:59AM (Mo)	00:30	Today Show	TS12TV10H	\$425.00	
32.0	Contract Line Remarks:	NEWS 6-630P/32							
	Spot	6:00:04PM-CHANNE	Day,Sa-1	09/15/12 6:21PM (Sa)	00:30	CHANNEL 11 NEWS	TS12TV10H	\$475.00	
33.0	Contract Line Remarks:	BETTIS 7-730P/							
	Spot	7:00:04PM-Jerome F	Day,Sa-1	09/15/12 7:13PM (Sa)	00:30	Jerome Bettis 7-730P	TS12TV10H	\$500.00	
34.0	Contract Line Remarks:	HINES 730-8P/34							
	Spot	7:30:04PM-Hines W	Day,Sa-1	09/15/12 7:44PM (Sa)	00:30	Hines Ward Show 730-8P	TS12TV10H	\$425.00	
35.0	Contract Line Remarks:	TONIGHT/35							
	Spot	11:34:34PM-TONIGH	Day,M-1	09/17/12 11:58PM (Mo)	00:30	Tonight Show	TS12TV10H	\$500.00	
36.0	Contract Line Remarks:	JUDY 4P/36							
	Spot	4:00:04PM-Judge Ju	Day,M-1	09/17/12 4:25PM (Mo)	00:30	JUDGE JUOY 4P	TS12TV10H	\$300.00	
37.0	Contract Line Remarks:	TODAY 7-8A/10							
	Spot	7:00:00AM- 8:00:00	Day,Th-1,F-1	09/13/12 7:23AM (Th)	00:30	Today Show	TS12TV10H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,Th-1,F-1	09/14/12 7:30AM (Fr)	00:30	Today Show	TS12TV10H	\$475.00	
38.0	Contract Line Remarks:	NEWS 530A-6A/29							
	Spot	5:29:04AM-Channel	Day,Th-1,F-1	09/13/12 5:55AM (Th)	00:30	Channel 11 News 530am	TS12TV10H	\$400.00	
	Spot	5:29:04AM-Channel	Day,Th-1,F-1	09/14/12 5:37AM (Fr)	00:30	Channel 11 News 530am	TS12TV10H	\$400.00	
39.0	Contract Line Remarks:	NEWS 8A-9A/30							
	Spot	8:00:00AM- 9:00:00	Day,Th-1,F-2	09/13/12 8:42AM (Th)	00:30	Today Show	TS12TV10H	\$425.00	
	Spot	8:00:00AM- 9:00:00	Day,Th-1,F-2	09/14/12 8:27AM (Fr)	00:30	Today Show	TS12TV10H	\$425.00	
	Spot	8:00:00AM- 9:00:00	Day,Th-1,F-2	09/14/12 8:44AM (Fr)	00:30	Today Show	TS12TV10H	\$425.00	
40.0	Contract Line Remarks:	ELLEN/1							
	Spot	10:00:04AM-Ellen	Day,W-1	09/12/12 10:31AM (We)	00:30	Ellen	TS12TV08H	\$250.00	M/G For 1.0.1

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information
shown on this invoice was taken from the official log.

Gross Total	\$47,925.00
Commission	(\$7,188.75)
Net Total	\$40,736.25

Total Spots 65